

ORDER



Orders	Order / Rev:	163320
	Alt Order #:	06268381
	Product Desc:	BALDWIN FOR SENATE
	Estimate:	
	Flight Dates:	10/23/12 - 10/29/12
	Original Date / Rev:	08/08/12 / 08/08/12
	Order Type:	GENERAL

WDJT-TV-LP

Primary AE:	Matthew Norten
Sales Office:	HDC
Sales Region:	NAT

Agency	Name:	<u>Shorr Johnson Magnus</u>
	Buying Contact:	<u></u>
	Billing Contact:	<u></u>
		<u>1831 Chestnut St.</u>
		<u>Philadelphia, PA 19103</u>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Poli/T Baldwin/D/Sen/WI
	Demographic:	A35+
	Product Codes:	PL Candidate
	Priority:	P-2
	Revenue Codes:	AGY, POL, CAND

New Business Thru: _____
Order Separation: 00:15:00 _____
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	36	\$55,400.00	\$47,080.00
10/29/12	10/29/12	5	\$5,050.00	\$4,292.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	36	\$55,400.00	\$47,090.00	0.00
November 2012	5	\$5,050.00	\$4,292.50	0.00
Totals	41	\$60,450.00	\$51,382.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WDJT-TV-LP	21%	\$60,450.00
Market	100%	\$287,857.14

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	38%	\$109,385.71
WITI	24%	\$69,085.71
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	17%	\$48,935.71
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/23/12	10/26/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	-TWTF--	:30	4	\$350.00	P-2	0.00	NM	4	\$1,400.00
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	-TWTF--	4	\$350.00	0.00								
E 2	WDJT	10/29/12	10/29/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	1-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00

WDJT-TV-LP

Order / Rev: 163320
 Alt Order #: 06268381
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Poli/T Baldwin/D/Sen/WI
 Product Desc: BALDWIN FOR SENATE
 Estimate:

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	WDJT	10/25/12	10/25/12	Th 8p - 9p Person of Interest	CM	Th 8p - 9p ---1---	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
PERSON OF INTEREST														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---1---				1	\$3,500.00		0.00			
E 15	WDJT	10/25/12	10/25/12	Th 9p - 10p Elementary	CM	Th 9p - 10p ---1---	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
MENTALIST														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---1---				1	\$3,500.00		0.00			
E 16	WDJT	10/26/12	10/26/12	Fr 8p - 9p Made In Jersey	CM	Fr 8p - 9p ----1--	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
CSI:NY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----1--				1	\$1,500.00		0.00			
E 17	WDJT	10/26/12	10/26/12	Fr 9p - 10p Blue Bloods	CM	Fr 9p - 10p ----1--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
BLUE BLOODS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----1--				1	\$3,000.00		0.00			
E 18	WDJT	10/28/12	10/28/12	Su 6p - 7p 60 Minutes	CM	Su 6p - 7p -----1	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
60 MIN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1				1	\$3,500.00		0.00			
E 19	WDJT	10/28/12	10/28/12	Su 7p - 8p The Amazing Race	CM	Su 7p - 8p -----1	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
AMAZING RACE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1				1	\$3,000.00		0.00			
E 20	WDJT	10/28/12	10/28/12	Su 8p - 9p The Good Wife	CM	Su 8p - 9p -----1	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
GOOD WIFE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1				1	\$3,000.00		0.00			
E 21	WDJT	10/28/12	10/28/12	Su 9p - 10p Mentalist	CM	Su 9p - 10p -----1	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
MENTALIST														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1				1	\$3,000.00		0.00			
E 22	WDJT	10/23/12	10/28/12	M - Su Late News M-Su 10p-1035p	CM	10p - 1035p -T-T-SS	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
LATE NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-T-SS				4	\$800.00		0.00			
E 23	WDJT	10/23/12	10/26/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p -TWTF--	:30	4	\$200.00	P-2	0.00	NM	4	\$800.00
LETTERMAN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--				4	\$200.00		0.00			
E 24	WDJT	10/29/12	10/29/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p 1-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
LETTERMAN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-----				1	\$200.00		0.00			
E 25	WDJT	10/27/12	10/27/12	Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel	CM	Sat 6-7p -----2-	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
WHEEL/IEOP														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----2-				2	\$250.00		0.00			

Totals 41 \$60,450.00